

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.







LIBRARY  
RECEIVED  
JAN 25 1938  
Department of Agriculture

Jessie L. Seal  
DAHLIAS

1938



1938

It is with pleasure we present this, our latest Catalog, to Dahlia lovers throughout the entire country, and express our deep appreciation for the liberal support accorded us.

The many letters from our customers telling of their pleasure and successful winnings with our dahlias and seeds have been a continual source of gratification and inspiration.

Do not hesitate to write and ask for any information.

This past season it was a pleasure to meet so many of our dahlia friends at our gardens, located on Kentfield Avenue in Redwood City, San Mateo County, the floral county of California, where the climatic conditions allow a proper growth for experimental purposes. Dahlias grown under these conditions should do well in any part of the world. We always have the very latest varieties of dahlias—Eastern and Western—including the best and most sensational of the day, and the finest of old standard ones.

True lovers of flowers will continue to maintain gardens, whether they be large or small, as they give an expression of joy, happiness and health to those who work amongst these beautiful flowers.

With continued thanks for your loyalty, and the hope that this catalog will be of continued interest, we wish you all success and great pleasure with your dahlias for the coming season.

**JESSIE L. SEAL**

TWENTY-FIRST EDITION

MEMBER OF

The American Dahlia Society

The Garden Club of San Francisco

The Dahlia Society of Southern California

The Dahlia Society of California

607 THIRD AVENUE, SAN FRANCISCO, CALIFORNIA





# KING ALFRED

*Seal's New California Giant Dahlia*

## KING ALFRED—Informal Decorative

Immense, full, velvety blossoms of a color resembling that of a rich, red ruby inclining toward crimson. The long silver-backed petals turn and swirl showing the silver lining, making an unusual and delightful new two-toned color combination of ruby and silver. King Alfred has been a successful winner of prizes in many sections of our country this past season. Its great beauty of color makes King Alfred a great favorite.

*Full description on page 10*





from our seeds

MRS. ALFRED B. SEAL

# Seal's Dahlia Seed

Gorgeous Dahlias May Easily

Be Grown the First Year from Seeds



HAVE YOU EVER TRIED GROWING OUR  
CALIFORNIA DAHLIA SEED?

## Raising Some Great Dahlias of Your Own

Undoubtedly one of the most fascinating phases of dahlia culture is the origination of new varieties from seed and the real thrill in growing dahlias is producing new varieties. Growing dahlias from seed is a lottery but it is great sport and you may be the lucky winner of some fine new dahlias and to know the joy of having a seedling patch.

We would advise for best results for general purposes, Collections A or B, as they are made up of specially selected varieties from the most famous novelties and can be planted from March 1st to May 1st, and to May 15th in a frostless belt.

"My seed I got from you last year were a real surprise and joy." Ky.

"Last year I had 30 very lovely plants. One was a dead ringer for your King Alfred." Colo.

"The seed came up a 100% and we have some blooms of ten inches and they are all beauties." Philippine Islands.

"Surely get a thrill in watching your seed grow, and have been lucky and pleased with the style of dahlias they produced. Received highest award for first year's seedling." Md.

"Out of the 45 seed I had from you I had 43 plants over half producing doubles and are far the best seedlings have ever had the pleasure of growing the past fifteen years. Several of the seedling are outstanding and will hold their own with the best in my garden." Pa.

*Innumerable other testimonials received,  
but space too limited.*

DAHLIA SEED COLLECTIONS

**COLLECTION A**—Hand-hybridized dahlia seeds from varieties of the greatest of California originations, which are noted for their immense size and stiff stems such as: Angelo Rossi, Azura, Catherine Kempkey, King Alfred, Frank Serpa, Malibu Sunset, Mrs. Alfred B. Seal, Satan and other giant California dahlias.

The above dahlias were crossed with the following varieties: Broomall’s Pink, Grandee, H. R. S., Leland Stanford, Margaret Broomall, Miss Glory, Pacific Splendor, Palo Alto, and other cqually fine dahlias.

|                          |        |
|--------------------------|--------|
| 100 seeds in packet..... | \$5.00 |
| 50 seeds in packet.....  | 3.00   |

**COLLECTION B**—Seeds gathered from famous prize winning dahlias of the East such as Adirondack Sunset, Ascendant, Jane Cowl, Margrace, Milton J. Cross, Mrs. George LeBoutillier, Yankee Gold and other famous Eastern dahlias.

The above dahlias were crossed with: Cameo, Kathleen Norris, Orange Moon, Rodolf’s Giant, Yankee Royal and other fine Eastern Roll of Honor dahlias.

|                          |        |
|--------------------------|--------|
| 100 seeds in packet..... | \$5.00 |
| 50 seeds in packet.....  | 3.00   |

**COLLECTION C**—Seeds from dahlias most generally used for producing new varieties, due to their large size and good stems. These are very carefully selected from dahlias known as good seed parents.

|                          |        |
|--------------------------|--------|
| 100 seeds in packet..... | \$2.50 |
| 50 seeds in packet.....  | 1.50   |

Good seeds will be very scarce this year

**SEGREGATED SEEDS OF NAMED VARIETIES**—Name of seed bearing parent shown on packet.

|                              |        |
|------------------------------|--------|
| 15 seeds of one variety..... | \$1.00 |
|------------------------------|--------|

No mixed seed in the 15 seed packet.

|                   |                         |
|-------------------|-------------------------|
| Angelo Rossi      | Jean Batten             |
| California Idol   | Mrs. Alfred B. Seal     |
| Catherine Kempkey | Mrs. Geo. Le Boutillier |
| Coral Seal        | Satan                   |
| Frank Serpa       | Shahrazad               |
| Jane Cowl         | Yankee Gold             |

|  |        |               |     |
|--|--------|---------------|-----|
| 100 Best mixed Pompom Dahlia Seeds.....    | \$1.00 | 50 Seeds..... | 50c |
| 100 Best mixed Miniature Dahlia Seeds..... | \$1.00 | 50 Seeds..... | 50c |

All dahlia seeds NET.

Full directions for planting enclosed with the seeds.



# DAHLIAS

## NOVELTY AND STANDARD

We are using the new Classification of the American Dahlia Society, as follows: Cactus (Cac.); Semi-Cactus (S.C.), formerly listed as Hybrid Cactus; Formal Decorative (F.D.), those with regular arranged petals; Informal Decorative (I.D.), those with curly twisted, irregular arranged petals.

The varieties listed below are desirable additions to any garden, and regardless of price they are all beautiful. The more expensive varieties are higher priced only because there are fewer on the market.

- ADIRONDACK SUNSET I.D. ("Parkway")**—Color a vivid scarlet, shading to a bright canary yellow at base. The petals are long and broad, and form a high tight center, showing the deep gold reverse of petals. The plant is a strong robust grower, a very free and constant bloomer, that needs very little disbudding to attain large size. Long stiff cane-like stems, well above the large thick insect resistant foliage.....\$2.00
- ALEX CRAIG (Cac.)**—Canadian. Lovely pink with creamy center; perfect stems; large size and a free bloomer.....\$1.00
- ALICE HUME (I.D.)**—A new Australian of huge size and perfect form on stiff stems. Color is a golden apricot with slightly darker center. One of the finest dahlias we have ever grown.....\$1.00
- \*AMBASSADOR (S.C.)**—Of largest size, soft yellow with salmon and pink shadings. Held erect on strong stems.....50c
- \*AMELIA EARHART (Cordes) S.C.**—Apricot-buff with salmon shadings. This very large and beautiful dahlia has the distinction of being the winner of two Achievement Medals. Bloom is richly colored, large and deep, held on a good stem.....\$1.50
- \*AMUN RA (Seal) F.D.**—Resembles a gorgeous setting sun. Copper, orange and gold, deepening to a reddish bronze at the center; giant bloom on erect stem.....40c
- ANDREA ERICKSON (I.D.)**—A large and exquisite dahlia with long curly petals of purest white.....\$1.00
- \*ANGELO ROSSI (Redfern, 1935) I.D.**—A giant flower of golden apricot shading to a golden yellow center, with long stiff stem. Angelo Rossi has already proved its ability to grow successfully everywhere. This novelty won the cup offered by President Zamorra of Spain. Winner of honors in Holland.....\$2.50
- ANNA BENEDICT**—Red, and certainly one of the finest all-around dahlias ever produced. One of the very best keepers, does not fade, grows to good size on fine long stems, and its color is strikingly rich.....\$1.50
- ASCENDANT (Rudolf) I.D.**—A new and beautiful dahlia of clear pink lavender color. The lovely flowers are very large, of great depth and substance and held high, on long stiff stems, above a fine growing bush.....\$2.50
- \*AZURA (Ballay, 1935) I.D.**—One of the most attractive dahlias in our garden. Very large, deep flowers that can be grown to 12 or 14 inches in diameter. Long, strong stems; tall growing. A beautiful lilac pink in color.....\$3.50
- \*BETTE DAVIS (Cordes) S.C.**—Lavender rose. In all respects a very useful dahlia. The sturdy plant blooms most freely through the whole season. Flowers are of good size on long perfect stems. Very pleasing color.....\$2.00

If you cannot use this catalogue, would you please pass it along to your neighbor?

Dahlias marked \* originated in California



## DAHLIAS AND SEEDS

- BETTY COLTER (Success) I.D.**—Light salmon red. A very worthy variety of distinctive coloring and pleasing form. Has achieved much popularity wherever shown.....\$1.00
- \***BOSPHORUS (Ballay, 1935) I.D.**—Deep burnt orange or golden brown. A fine, large well-shaped flower in a color that is new and gorgeous. Certificate of Merit at Storrs....\$2.00
- \***BROOMALL'S PINK (Stephenson) I.D.**—Bright pink. This is Mr. Broomall's newest dahlia and he certainly has never put out one of a lovelier color, a brilliant clear pink. Flowers are large, well formed and borne freely on a medium tall plant. Much admired wherever shown.....\$5.00
- BUCKEYE KING (Peck) F.D.**—A large clear glowing amber of good depth on long stiff stems. The full centered blooms are held at a nice angle and this is a fine easy growing variety. Each.....75c
- \***CALIFORNIA IDOL (Ballay, 1935) I.D.**—Immense deep flower of clear glistening yellow—a true pastel shade. In size it ranks with the very largest and has been grown to 14 inches or more; has excellent stems, long and erect and is early bloomer and good root maker. Gold Medal Dahlia at San Francisco and the winner of Achievement Medal at Boston. California Idol has the capacity to win as the Largest Dahlia or Best Dahlia in the Show. California Idol was the 1936 Showroom **Champion**, winning major prizes in almost every show in the country.....\$2.50
- CAMEO (Sanhican) I.D.**—A large, luscious colored flower, shading half way between old rose and salmon, but brighter, with golden sheen on face of petals. An extremely beautiful flower in daylight and even more so under artificial light. Stems long and straight. Honor Roll Dahlia .....75c
- \***CATHERINE KEMPKEY (Seal, 1936) I.D.**—A most beautiful bronze apricot blossom with long fluffy petals deepening to a perfect center of burnt orange, and covered with an iridescent sheen, adding an exquisite charm. The large full flowers, frequently 12 inches in diameter, are carried perfectly erect on long stems. The medium-tall bush is of a most vigorous growth and covered at all times with these beautiful blooms. A grower of fine dahlias in the East wrote that "Catherine Kempkey is one of the loveliest flowers we ever grew or saw this summer. It is superb, exquisitely lovely and a consistent bloomer."....\$3.50
- \***CHARLES G. REED (F.D.)**—Exactly a petunia red is what an authority called it—a lively shade, not far from crimson. The blossoms are unusually large. They are held upright on perfect stems; big, broad petals; a deep, full center.....\$1.00
- \***CHEROKEE (Ballay) S.C.**—Lavender pink with light center. Flower is large and deep, stems are extra long and stiff. An improved Marion Bloomall. Invaluable as a cut flower.....\$2.50
- \***CORAL SEAL (Seal, 1937) I.D.**—This beautiful dahlia is in color a pure rich glowing coral. It is a sport of the well known "Mrs. Alfred B. Seal"—the old rose decorative—and has the same appealing formation and good growing habits. Also, Coral Seal can be grown to over 10 inches with ordinary culture. This very lovely flower has fine long stems and is tall growing.....\$2.50
- DAILY MAIL (I.D.)**—Deep yellow shaded orange. A fine importation from England both in the matter of size and habits. Excellent flowers are produced freely and continuously on long fine stems. Very good variety.....\$1.50
- \***DIXIE RAVENSCROFT (Seal) I.D.**—A glowing flame in color with a reverse of bright gold. The petals have a delightful golden sheen and twist and turn, making a two-toned effect, so full of gaiety and cheer. The flowers are massive with great depth. Stems are long, stiff and strong, holding the gay blossoms high above a healthy bush which is constantly in bloom.....\$1.00
- \***DRUM MAJOR (F.D.)**—Pale gold with a reverse of deep r gold. A very, very tall dahlia, standing head and shoulders above all the rest, and very large and showy. Not an early nor particularly free bloomer but all flowers are perfect on extremely good stems.....\$1.50
- \***EAGLE ROCK FANTASY (I.D.)**—Clear lavender pink or pure mauve. Of ideal habit and mammoth size. Stems are long and stiff. This dahlia is most outstanding.....\$1.00

If you cannot use this catalogue, would you please pass it along to your neighbor?

Dahlias marked \* originated in California

---

## JESSIE L. SEAL CATALOGUE—1938

---

- \***ELIZABETH RETHBERG (Meussdorffer) I.D.**—Clear pastel pink. A large, full flower of good substance, with very long stems. Always a sensation at the San Francisco show. Considered by many as her finest introduction.....\$5.00
- EMILY DUNCAN (S.C.)**—Very fine variety of creamy pink. Long stiff stems hold the blooms facing. The bush is nicely branching and many flowers at one time.....\$1.00
- \***EUGENIA BALLAY (I.D.)**—Rich cream. It is very early. Under favorable conditions the blooms will easily attain 10 to 12 inches.....\$1.00
- \***FLAMING METEOR (I.D.)**—Flaming orange-scarlet deepening to burnt orange at center. Flower large and deep, with splendid stems.....75c
- FOREST FIRE (Dahliadel, 1935) I.D.**—Large, brilliant blooms of scarlet suffused yellow, with fine stiff stems. A bright and showy dahlia to brighten up the garden. Disbud well, as it is a strong grower and profuse bloomer.....\$1.50
- \***FRANK SERPA (Serpa-Seal, 1935)**—An informal decorative of exquisite beauty—light amaranth pink produced by petalled tips of mallow pink growing lighter towards the base of petals, turning to a delicate orchid pink; the two-toned effect gives the flower a beautiful crisp appearance. Extra long clean stems hold the blooms very high above a plant four to five feet high that is a vigorous grower. This lovely dahlia has won many prizes and the 1934 Achievement Medal in San Francisco and is on the Roll of Honor. Frank Serpa also has won this past season in the East, where it was considered very beautiful and one of the best dahlias from California.....\$1.00
- GALAXY (C)**—A new English cactus of fine form and large size with incurving petals held erect on long strong stems. Color is bright yellow, heavily penciled with scarlet. Very showy.....\$1.50
- \***GRANDEE (Ballay) I.D.**—Striking combination of Spanish red and golden orange yellow. Winner of the 1933 American Home Achievement Medal at San Francisco and Largest Flower at many shows. We have had 15-inch blooms without forcing or shading on plants 4 feet tall. The immense blooms are held on stiff long stems.....\$1.50
- GOLDEN STANDARD (New S.C.)**—Of fine form and size. Warm buff shading to amber and gold. Very large bloom held high above foliage on long, straight stems. A "Best Keeper" .....\$1.50
- \***H. R. S.—HUBERT ROY STOVEL (Seal, 1935) I.D.**—This informal decorative is a glorious rich real yellow in the garden and under artificial light. The huge blossoms easily grown from ten to thirteen inches in diameter, have great depth, very long wavy twisting petals and perfectly closed centers that are always full. Blooms held erect on long strong stems above a very vigorous luxuriant plant. This superb dahlia of rich golden yellow has given joy and satisfaction wherever grown and does not burn even in a very hot climate. Lasts for days on the plant and when cut. H. R. S. won many awards of first prizes in shows throughout the country this past season. A large stock of this lovely dahlia makes it possible to offer at the price of.....\$1.00

*See illustration on page 9*

- HUNT'S VELVET WONDER (I.D.) 1935**—Here is a dahlia of great size and beauty. The color is a rich violet burgundy and the stems and plant growth are unusually good.....\$2.00
- INDIANA MOON (Martin) I.D.**—Pale dull yellow lightly shaded pink. A large and attractive dahlia from the Middle West that won a place on the Roll of Honor. The flowers are consistently well formed with good strong stems and good habits.....75c

If you cannot use this catalogue, would you please pass it along to your neighbor?

Dahlias marked \* originated in California





HUBERT ROY STOVEL—H. R. S.

## SEAL'S YELLOW ROLL OF HONOR DAHLIA

*"Shall love yellow always, since it brings  
To mind your joy in buttercups aglow."*

—MAY CARLETON LORD

### OUR GREAT INFORMAL DECORATIVE OF TRUE YELLOW

The golden yellow blossoms are huge without forcing and are held high on long, stiff stems. Many growers consider it "by far the finest yellow"; "a superb dahlia"; "a free blooming golden yellow—one of the best of the year." H. R. S. again a consistent prize winner. Winning many prizes at the 1937 shows throughout the country.

*Full description on page 8*



## JESSIE L. SEAL CATALOGUE—1938

**\*IVORY (F.D.)**—Ivory white. The blooms are large and composed of long pointed petals that curve backward slightly. Stiff stems, very good.....75c

**JANE COWL (I.D.)**—One of the biggest winners of prizes all over the country. Deep, massive blooms of bronzy-buff and old gold, blending darker toward the perfect center. Long stiff stems.....50c

**JEAN BATTEN (Seal-Shailor) 1938 I.D.**—A great new dahlia from New Zealand that I am proud to introduce. A glorious colored blossom of golden salmon—rich and glowing—suffused with copper. The blooms are immense and can be grown to great size. The stems are wonderful, very long and stout. The plant is tall and a vigorous grower. An early bloomer. The flowers will keep for days when cut and will last indefinitely on the bush. We have frequently wished that every dahlia lover could see these gloriously colored blossoms in bloom in our garden.....\$10.00 net

**JEAN TRIMBEE (S.C.)**—Largest bloom class, this distinctive dahlia is of a rich petunia violet, on long stems.....\$1.00

**KATHLEEN NORRIS (I.D.)**—A marvelous dahlia called the greatest exhibition pink—a most beautiful silvery pink of great depth and size. Full center, very long stem, insect proof; a great bloomer and an excellent keeper. Prize stock.....75c

**\*KAWEAH (Meussdorffer) I.D.** — Color is hard to describe, a deep, clear, rose-cerise, center of petals shading to a rich, velvety cardinal toward the center of the flower, and when fully matured, shade lighter toward the tips of the petals, almost mauve or orchid. Blooms of 15 inches diameter, and very deep, are common, and these tremendous flowers are held perfectly erect on very long, extra strong, stiff stems.....\$1.50

**\*KING ALFRED (Seal, 1936) I.D.**—Immense, full velvety blossom the color of a brilliant rich, red ruby with crimson shadings. The long silver-backed petals turn and swirl showing the silver lining, making an unusual and delightful new two-toned color combination of ruby and silver. The flowers of great substance and depth can easily be grown to a diameter of 12 to 14 inches. The immense blooms, on long stiff stems, face you. The centers are perfect and hold to the end of the season. The plant is of medium tall height and vigorous growth. The flowers are excellent keepers, and last for days, both on the plant and when cut. To those who love color, this dahlia will bring hours of intense enjoyment. King Alfred has attracted more attention in our garden than any other dahlia owing to its great size and alluring unusual color combination. See illustration on this page, also on page 3.....\$5.00



**KING ALFRED**

If you cannot use this catalogue, would you please pass it along to your neighbor?

Dahlias marked \* originated in California



---

## DAHLIAS AND SEEDS

---

- \*LAWRENCE TIBBETT (Meussdorffer) F.D.**—Eastern and Western Honor Roll. This immense 10 to 14 inch dahlia of fine form and beautiful coloring was selected by the world-renowned Singer and Movie-actor, personally to bear his name. The color is a warm glowing clear pink peach. The large flowers are held erect on strong, straight long stems, on tall bushes; prolific bloomers, having excellent keeping qualities.....\$1.50
- \*LELAND STANFORD (Ballay, 1937) I.D.**—Informal Decorative of brilliant cardinal red. Throughout the flower the color is true, glistening bright red that does not burn in the least in very hot weather. Petalage has a heavy velvet-like texture and the blooms can be grown to 14 inches with proportionate depth; good stem and foliage. The plant is a free and early bloomer.....\$7.50
- \*MALIBU SUNSET (Stephenson) I.D.**—One of the brightest dahlias in our garden. Most brilliant sun-set colorings of red and gold. Very large flowers with long stiff stems and strong healthy bush.....\$5.00
- MARGRACE (Bissell) I.D.**—A wonderful dahlia of large proportions, and the ever popular color combination of scarlet and gold. Long fine stems. The long pointed petals slightly twist adding to the beauty. On all Honor Rolls.....\$2.50
- \*MARIAN BROOMALL (S.C.)**—A truly beautiful dahlia; large. Color, clear violet rose, shading lighter at tips, with white center. Stems very good. A dahlia you will like.....75c
- MILTON J. CROSS (Johnson) I.D.**—A very outstanding 1936 introduction that won many prizes. Color clear gold at center blending to light orange buff on outer petals. Blooms very large and stems are good. Blooms profusely.....\$5.00
- \*MISS GLORY (Ballay, 1936) S.C.**—Massive in size, yet an extremely refined flower. In color a soft luscious apricot yellow with petals incurved. An early bloomer. Good foliage. Long stems. 1936 Honor Roll and Certificate of Merit and other honors.....\$5.00
- \*MRS. ALFRED B. SEAL (Seal-Newsom) I.D.**—A soft rich shade of absolutely pure glowing old rose without any shading. Huge flowers of great depth and substance and held proudly erect on a tall bush on long stiff stems. Awarded an American Home Achievement Medal. A great prize winner. Prize stock.....60c
- MRS. GEORGE LE BOUTILLIER (Ruschmohr, 1935) I.D.**—This great, giant flower can be grown to 14 inches in diameter. Of the many highly rated new dahlias we grew this season, this was one of the most sensational. The blooms were simply tremendous. The color is a rich velvety carmine and the enormous blooms are held well above the foliage on stiff, cane like stems.....\$1.50
- \*MONA LISA (Ballay, 1936) I.D.**—Purplish maroon. A large and pleasing new dark dahlia that will not fade in the sunshine. One of the first to bloom and is still going strong at the end of the season. Dark dahlias by contrast emphasize the true beauty of other softer colored ones. Finest of stems and good habits.....\$2.50
- OAKLEIGH MONARCH (Hook) I.D.**—Bright rose red. A large, well colored dahlia that is an early and a free bloomer. Stems strong and straight on a plant of medium height. This is truly a spectacular variety and one of the best of last season's introductions.....\$2.50
- ORANGE MOON (Chautauqua, 1935) F.D.**—The color is a soft buff shading to orange apricot, deepening toward base of petals. Reverse is shaded orange red. The flower is very large, full and deep. Flowers face up and out on long, stiff stems.....\$1.00
- \*PACIFIC SPLENDOR (Ballay) I.D.**—Nearly white at the center with the body of the flower delicate lavender-pink; a true pastel shade. The blooms are large with good substance; petal broad and slightly waved. Growing habits good. Scored at East Lansing in 1935 and West Virginia in 1936. Winner of the Achievement Medal at Cincinnati and as the best undis-seminated decorative at San Francisco.....\$7.50
- \*PALO ALTO (Ballay) S.C.**—Bright pinkish salmon shading to a sort of salmon gold at the center. Size conservatively 10 to 12 inches across by 6 inches deep. Centers always closed and all alike; stem stalks very tall and straight.....\$1.00

If you cannot use this catalogue, would you please pass it along to your neighbor?

Dahlias marked \* originated in California

---

## JESSIE L. SEAL CATALOGUE—1938

---

- ROBERT L. RIPLEY (Salem Dahlia Gardens) I.D.**—Rhodamine purple with rose suffusions. Immense; has been grown 16 by 12 inches. Many first prizes at National, Chicago Shows. Will develop a full flower from a cut bud not even showing color.....\$10.00
- ROCKLEIGH MOON (Taylor) F.D.**—Light lemon yellow of medium size on bushes that are very vigorous. The stems are stiff and the blooms keep well.....75c
- ROYAL PURCHASE (Nunnerviller) Cac.**—Long pointed petals of straw yellow and blend of pink. The flower is quite large on long stems and of good keeping quality.....\$2.00
- RUDOLF'S GIANT (Ruschmohr) I.D.**—One of the super-giants and grown 15 inches last season. Color a clear golden apricot, flushed pastel pink and golden tan. Cane stiff stems. Certificate at Storrs and on **three** Honor Rolls.....\$7.50
- \*SATAN (Ballay) S.C.**—No dahlia has been more sensational and spectacular or won more prizes than this one. Horn-like petals of flaming red, touched with gold, perfectly rolled and incurved, give rare form to a flower of unusual brilliancy. The immense blooms, up to 13 inches, are held upright on long, cane-like stems. A strong, husky grower—positively insect-proof. Honor Roll. Prize stock.....\$1.00
- \*SHARAZAD (Newsom) I.D.**—Deep rose pink. This is a gorgeous variety that has been aptly described as a deep pink Jane Cowl. Good substance. Rigid, erect stems.....\$1.00
- \*SEAL'S ORIENTAL**—Our attractive informal decorative of fantastic coloring of Chinese red and gold, with each petal heavily colored with a sheen of copper. A charming blossom of a very large size having a stiff stem above a plant of strong growth.....\$1.50
- \*STRONGHEART (Ballay) F.D.**—Amber-gold. Another new dahlia of generous proportions, combined with great beauty of form and color, and it has a long perfect stem. Useful cut flower, as well as an exhibition bloom.....\$1.00
- \*SUNLIGHT (Ballay) C.**—A bright yellow cactus of the Ambassador type. A large flower with perfect habits. There are not many straight cactus finely petaled with upright stems, and this is considered a very useful addition to the garden. Very free bloomer.....\$5.00
- \*SNOW QUEEN**—A pure white ball dahlia that is of unusually great value for florists or ordinary cut-flowers uses. Blooms of good size—fine stems. A "Best Keeper" that is the best all-around dahlia of its type.....75c
- THOMAS EDISON (F.D.)**—Rich royal purple, selected personally by Mr. Edison to bear his name. Large blooms—fine stems, and a very good keeper.....75c
- WENOKA (Huli) F.D.**—Deep orange rose. This new outstanding variety is a real giant of sturdy growth and great beauty, with best of stems. Seedling of Satan, from which we have predicted that a strong new race of dahlia would come. Wenoka will have a great future .....\$2.50
- WHITE WONDER (F.D.)**—One of the largest and best white dahlias of its class. Blooms are carried on the best of stems.....\$1.00
- YANKEE GOLD (Wakeman, 1935) I.D.**—The color of this huge flower is gold—bright gold, deepening toward the center. Stems are very strong, and the plants tall.....\$2.50
- YANKEE ROYAL (I.D.)**—One of the largest exhibition varieties of bright purple.....\$2.00

If you cannot use this catalogue, would you please pass it along to your neighbor?

Dahlias marked \* originated in California



MINIATURE DAHLIAS

*Miniature dahlias cannot be surpassed for table and other decorations as they are charming cut flowers.*

|   |        |
|---|--------|
| AUREOLA (Dec.)—Lovely golden-apricot. Very good.....  | 50c    |
| BABY ROYAL (S.C.)—Gold Medal from England. Salmon pink shaded apricot, graceful blossoms, long stems. Low growing.....  | 50c    |
| BISHOP OF LLANDAFF—Charm. A small dahlia of distinction from Wales with its brilliant rich red color in contrast to the dark bronze of its foliage.....   | 50c    |
| CORONNE (Dec.)—Beautiful pure white miniature, resembling a gardenia.....   | 50c    |
| ELIZABETH PAPE (S.C.)—Pink and creamy white.....  | 50c    |
| ETHEL CRAVENS (Du.)—Clear rose pink, long stems.....  | 35c    |
| IRENE (Dec.)—Exquisite old rose, long stems. Taller than some.....  | 25c    |
| LITTLE JEWEL (Dec.)—True pink and very beautiful. Everybody likes this variety.....   | 25c    |
| LITTLE LOUIE (Cac.)—Small, dainty, pure pink. Tall.....   | 50c    |
| LITTLE SNOW QUEEN (S.Cac.)—Purest white—very beautiful variety. Good for either exhibition or florist.....  | 75c    |
| MARQUITA (Dec.)—Rosy pink—decided lavender cast.....  | 50c    |
| *MISS VIVIAN (I.D.)—1935 Honor Roll miniature, beautiful rose pink compact blossoms, very long stems.....   | \$1.00 |
| PERSIMMON—A splendid, new formal miniature. As the name implies, it is a pure persimmon color and its brilliant beauty commands instant respect and attention. A most profuse bloomer and the stems are unexcelled for cutting..... | 50c    |
| PINK PEARL (Peony)—Lovely rose pink.....  | 35c    |
| RADIANT MIDGET (Ball)—Orange flame, long rigid stems. First prize 1933 Dahlia Society of California .....   | 50c    |
| SANHICAN'S SWEETHEART (Cac.)—Pale apricot suffused with shrimp pink. Long stems. Low growing.....   | 50c    |
| *TEDDY JOHNSON (F.D.)—Rose pink and white. Good florists' variety.....  | 50c    |

If you cannot use this catalogue, would you please pass it along to your neighbor?

Dahlias marked \* originated in California

## POMPOM DAHLIAS

*Pompoms are the gems of the dahlia family, producing very small, compact flowers like diminutive show dahlias; they are invaluable for cut flowers.*

|  |     |
|--|-----|
| ANNA KRISTINA—Golden yellow, deeper at center.....   | 35c |
| ANNA VON SCHWERIN—Beautiful shell pink blending to a white center; very dainty..   | 50c |
| ARTHUR KERLEY—Dark rich red. Very good.....  | 35c |
| *BANTAM—Beautiful red, small, perfect form.....  | 25c |
| *BEBE—Pink and mauve, white ground.....  | 35c |
| BETTY ANNE—Exhibition type, shows no center. A new color in pompoms. Soft clear pink. Very free flowering. Fine for cutting and in demand by florists..... | 75c |
| *BOSSY—Lavender, darker in center. Long stems.....   | 25c |
| *CORA MAY—Salmon pink, shading to light primrose yellow with rose eye.....   | 35c |
| DARKEYE—White, lavender center.....  | 25c |
| DARKEST OF ALL—Maroon, almost black.....   | 50c |
| *DONALD GORDAN—Burnt orange, strong stems.....   | 50c |
| *DONNY—Small orange. Holds center.....   | 50c |
| *DEEDEE—A perfectly formed pure lavender. Dainty and small.....  | 35c |
| *FRANKIE—A fine gold with dark center. Excellent.....  | 35c |
| GLOW—Pure old rose—perfect form. One of the most popular.....  | 25c |
| *GOLDILOCKS—A beautiful blossom of pure gold. Of perfect formation.....  | 25c |
| *HELEN ANITA—Pale lavender shading white to the center. Very pretty.....   | 25c |
| *JOAN—Yellow suffused with red.....  | 35c |
| *JOE FETTE—The best white. Fine form and long stems.....   | 25c |
| *JOHNNY PEPPIN—Small dark crimson, splendid formation.....   | 35c |
| *LIBBIE ROHR—Cerise purple. Long stems.....  | 50c |
| LITTLE BEESWING—Golden yellow, tipped cherry; small, fine form.....  | 25c |
| *LILY BELLE—Light purple, tipped white. Fine long stems.....   | 25c |
| *MARY MUNNS—Fuchsia, dark orchid sheen, long stems. Very good.....   | 35c |
| *MINNIE MELLIS—Orchid rose, tipped and flushed with deep orchid with a deep eye. Small perfect exhibition form with long stems.....                        | 50c |
| ROSEA—Charming variety of a bluish lilac. Small and good.....  | 25c |
| ROSA WILMOUTH—Rose pink.....   | 25c |
| *TAKA'S PURPLE—Bright purple carmine. Long stems.....  | 25c |
| *YELLOW GEM—Fine canary yellow with good stems; very reliable.....   | 25c |

One dozen pompoms listed, our selection, for \$2.50

Dahlias marked \* originated in California.



**SEAL'S SPECIAL DAHLIA BARGAIN  
COLLECTIONS**

offer, to those unacquainted with dahlias, the opportunity of obtaining choice collections of fine varieties—wide range of colors. Dahlias are all guaranteed to be true to name and to grow—and all will be found in this catalogue, and each root labeled. All large dahlias.

- 12 Dahlias, all different, our selection.....\$ 5.00  
(Value \$7.50)
- 12 Dahlias, all different, our selection..... 10.00  
(Value \$20.00)
- 12 Dahlias, all different, our selection..... 15.00  
(Value \$30.00)

---

ALL COLLECTIONS ARE GREAT BARGAINS and are sent to you POSTAGE  
PREPAID by insured parcel post. A FINE GIFT FOR A GARDEN LOVING FRIEND.  
Collections NET

---

*Fine Extra will be given according to size of order.*

---

**OTHER VARIETIES**

We have other varieties not listed here.

**NO CLUMPS FOR SALE**

## THE NEWSOM DAHLIA MANUAL

A real practical guide to the better growing of dahlias and the making of Green Plants or Propagation of Dahlias; also Preparing the Dahlia Bed, Planting and Fertilizing, Care of Plants Before Blooming, Preparing and Exhibiting Dahlias, Designing Artistic Exhibits, Fall Care of Dahlias, Digging and Storage of Dahlias, Winter Dahlia Work, including directions for dividing, etc. Worth many times the small price asked. Prepaid.....50c

Mr. Samuel Newsom's many friends will be interested to know he has discontinued his Dahlia Business and is in Japan to further his study of Japanese Art and Landscaping.

Mr. Newsom has lately been awarded a one year Fellowship by the Japanese Society of International Cultural Relations. We all wish him continued success.

### SPECIAL REQUEST

If you should receive an extra copy of this catalogue, kindly hand it to a friend or neighbor who is interested in growing flowers. Thank you.

On retail orders for **California delivery only**, 3% should be added to the amount to comply with the Sales Tax Law.

FULL DIRECTIONS for planting and growing dahlias enclosed with each order.

ORDER EARLY to prevent disappointment.

TERMS: Remittance with order. All retail orders sent postage prepaid at your planting time, unless otherwise requested.

WE GUARANTEE all roots true to name and TO GROW. Orders carefully filled from selected, field grown divided roots. We do not substitute unless requested; if late in season, we suggest you have a second choice. We do not guarantee roots against freezing if sent before April 1st.

*Please address all correspondence  
to our office at*

## JESSIE L. SEAL

607 Third Avenue

San Francisco, California